Solution in Focus: Digital Customer Experience

Customer Engagement Solutions
Zendesk | Zendesk Suite
MEET ZENDESK

Champions of customer service

Nathan Smith
Director, North America Partner Sales

- Powering the world’s most innovative customer experiences
- Customer service is in our DNA
- CX best practices built into our products
Who is your solution for?

- Companies of any size & any vertical use Zendesk
- Customer experience / engagement leaders & call centers
- Internal use cases for legal, finance, HR or IT
CX Agent: Day in the life

- Customer engagement
- Brand loyalty
- Resolving customer support requests
CX Agent: Major daily challenges

- Seeing all customer interactions in one place
- Resolving issues in a timely manner
- Customer data resides in multiple systems

Zendesk messaging with social integrations
What “jobs” does a CX agent use Zendesk for?

- Deliver rich conversational experiences
- Collaborate with others in a unified workspace
- Take the right action at the right time
Zendesk: How does it help?

- Unified view of your customer
- Integrate relevant customer data
- Powerful reporting & analytics
- Workflows
Siemens Financial Services + Zendesk: Going fully remote in 48 hours with a customer data hub

“Zendesk helped us quickly get control once the volumes spiked, both to understand what was happening and take steps to proactively reduce the volume, handle the queries, and manage the backlog.”

STEVEN FRANKLIN / Head of Customer Service

CUSTOMER STORY

CUSTOMERS SUPPORTED PAPERLESSLY WITH ZENDESK APPS

+ 268,000

REDUCTION IN RESOLUTION TIME

+ 66%
Zendesk Suite: Will it work for you?

- Web based trial
- Guided & supported trial of Zendesk
- CX Assessment
Zendesk Suite: Why is it essential?

- Powerfully easy
- Open & flexible
- Grounded in CX
- Data rich
- Best TCO
Zendesk Suite: How do I learn more or get started?

- Find, buy, and deploy on AWS Marketplace
- Learn more [http://zendesk.com/aws](http://zendesk.com/aws)
- Web-Try-Buy
# Zendesk Suite At a Glance

## Who is this solution for?
- CX & Engagement leaders
- Call centers
- Internal use cases (HR)

## What challenges does it solve?
- Increase customer engagement & retention
- Boost productivity
- Keep your business in synch

## What are some common use cases?
- Customer engagement
- Brand loyalty
- Resolving customer support requests

## What makes your solution unique?
- Powerfully easy
- Open & flexible
- Grounded in CX
- Data rich
- Best TCO

## What are some typical customer outcomes?
- Reduced resolution time
- Increased CSAT score
- Right data at the right time
- Unified customer view

## Who is using your solution?
- Companies of any size & vertical
- 160,000+ companies globally

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Thank you